

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 NEA-10 ISO-00 EB-07 /028 W

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R 020448Z JUL 75

FM AMEMBASSY KUWAIT

TO LAURIE TAYLOR

KOSS CORP.

4127 N. PORT WASHINGTON ROAD

MILWAUKEE, WISCONSIN 53212

TELEX: 269-473

INFO SECSTATE WASHDC 3282

UNCLAS KUWAIT 2787

E.O. 11652: NA

TAGS: BGEN, KU

SUBJ: MARKET POTENTIAL FOR KOSS STEREOPHONES

REF: TAYLOR TELEGRAM OF 6/12/75

1. LATEST FIGURES AVAILABLE FOR STEREO EQUIPMENT IMPORTS ARE FROM 1973: (1KD EQUALS \$3.50) MICROPHONES, LOUDSPEAKERS, AMPLIFIERS - 319,578 KD; RADIO PHONOGRAPHS - 92,378 KD; RADIO TAPE RECORDERS - 79,205 KD; ACCESSORIES FOR STEREO EQUIPMENT- 724,999 KD. IMPORT STATS DO NOT RPT NOT GIVE FIGURES FOR STEREOPHONES ONLY.

2. INDICATIONS ARE MARKET FOR SUCH EQUIPMENT GROWING WITH KUWAITI AFFLUENCE. JAPAN IS MAJOR SUPPLIER OF EQUIPMENT LISTED IN ABOVE STATS. EXPENSIVE, NAME BRAND STEREO EQUIPMENT DOES WELL IN KUWAITI MARKET.

3. DIFFICULT TO DETERMINE POTENTIAL FOR YOUR PRODUCT HERE. IF YOU PLAN VISIT BEIRUT, IT IS WORTHWHILE TO STOP IN KUWAIT. COMMERICAL OFFICER JOHN ZIOLKOWSKI HAPPY TO MEET YOU AND DISCUSS LOCAL BUSINESS SITUATION. EMBASSY CLOSED THURSDAY AND FRIDAY FOR LOCAL WEEKEND.

4. SUGGEST YOU SECURE ADDITIONAL INFO FROM DEPT. OF COMMERCE
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FIELD OFFICE IN MILWAUKEE. GIVEN CURRENT SITUATION IN BEIRUT,

SUGGEST YOU CONTACT DESK OFFICER FOR LEBANON AT STATE DEPT.,
WASHINGTON, D.C. BEFORE PLANNING VISIT HERE.

5. FOLLOWING ARE THREE LOCAL FIRMS HANDLING STEREO EQUIPMENT.
ELECTRONIC APPLIANCES CORP., P.O. BOX 2449, MR. ADEL AL-RISHEQ;
AL-ANDALUS TRADING CORP., P.O. BOX 1721, MR. HISHAM HIJJAWI;
SUPPLYING STORE, P.O. BOX 1154, MR. ABDULLATIF AL-OUMI.
ALL ADDRESSES KUWAIT, KUWAIT.
MAU

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